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**S3 NAMED SMASHBURGER'S NEW JERSEY AGENCY OF RECORD**  
***New Jersey's first Smashburger Sizzles into Montclair this Winter***

(October 13, 2009 – BOONTON, N.J.) – Denver-based Smashburger, the fast casual "better burger" restaurant concept that is quickly becoming every city's favorite burger place, has named S3 as its public relations agency of record for New Jersey. The inaugural New Jersey Smashburger will open this winter in Montclair and is owned by Smash Enterprises, LLC, an affiliate of Mascott Corporation of Hillside, N.J.

S3 will manage Smashburger's day-to-day communications and marketing efforts, generate word-of-mouth buzz, and increase media awareness beginning with the Montclair store. Smashburger will also open stores in Morristown and East Hanover soon thereafter.

Named for the cooking method used to create the perfect burger, Smashburgers start as a one-third or half-pound ball of 100 percent Angus beef—fresh, not frozen—smashed, seared and seasoned on a flat grill to sear in superior juicy flavor. To further the "better burger" experience, Smashburgers are served on a toasted artisan bun and topped with a selection of real cheeses, the freshest produce, and top-quality condiments.

Smashburger is known for its savory burgers, but the restaurant also serves up delicious Smashchicken sandwiches, Smashdogs, and Smashesalads, with sides like veggie frites and rosemary and garlic-seasoned Smashfries. Burger lovers can pair their meals with Häagen-Dazs shakes and malts.

"Smashburger is a company founded on innovation and great taste," said Denise McVey, President of S3, "and they appreciate the fresh thinking served up daily at S3. We are elated at the opportunity to get Smashburger on the lips and in the stomachs of burger-loving Jerseyans, including ourselves."

"We're excited to bring Smashburger to New Jersey and share Smashburger with burger lovers here," said Tom Ryan, founder of Smashburger. "We look forward to becoming New Jersey's favorite burger place."

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### About Smashburger

Denver, CO-based Smashburger is a fast-casual restaurant designed to be every city's favorite burger place. Developed and owned by private equity and concept development firm Consumer Capital Partners (CCP), Smashburger develops both company and joint venture partner stores. The company has sold franchise agreements that will total more than 200 locations over the next five years. The company, joint venture and franchise development deals are part of Smashburger's plan to open 500 restaurants across the country, 30 to 60 in 2009. Smashburger was named a 2009 Hot Concept! Award winner by Nation's Restaurant News. To learn more, please visit [www.smashburger.com](http://www.smashburger.com).

### About Consumer Capital Partners

Denver-based Consumer Capital Partners (CCP) is an innovative private investment and concept development firm focused on multi-unit retail businesses, primarily in the restaurant, liquor, food, and leisure industries. CCP has deep experience in the fields of private equity, brand, concept and product development, and strategic consulting. To learn more about CCP, please visit [www.consumercp.com](http://www.consumercp.com).

### About Mascott

Mascott has owned and operated restaurants in New Jersey for more than 20 years, starting with Markers, and upscale casual American Grille in Jersey City, and later adding 14 restaurants including: Cinnabon World Famous Cinnamon Rolls, Popeye's Louisiana Kitchen, Seattle's Best Coffee and Carvel Ice Cream. Mascott plans to build 30 Smashburger locations in Northern New Jersey over the next four years; eight by the end of 2010. Visit [www.mascott.com](http://www.mascott.com) to learn more.

### About S3

S3 is a full-service advertising, marketing and public relations agency with locations in Boonton, NJ and Irvine, CA. S3 is a women-owned business – and the first agency in NJ to achieve ISO 9001:2000 certification. Founding partner Denise McVey is being inducted into the New Jersey Advertising Hall of Fame in October 2009. S3 clients include Autism Partnership, Eight O'Clock Coffee, Wyndham Worldwide – and now, Smashburger. For more information, please visit [www.s3s3s3.com](http://www.s3s3s3.com).